

Abstrak

TUJUAN PENELITIAN ini adalah untuk mengetahui strategi *public relations* hotel Sari Pan Pacific Jakarta dalam mempertahankan citra melalui *event* Pan Pacific *Privileges for Bookers Reward Night* (Periode Maret 2013).

METODE PENELITIAN yang digunakan pada penelitian ini adalah metode penelitian kualitatif, didukung dengan melakukan observasi, wawancara mendalam, dan hasil dokumentasi.

ANALISIS yang digunakan yaitu menggunakan *coding* (pengkodean) dibagi menjadi tiga yaitu *open*, *axial* dan *selective coding*.

HASIL PENELITIAN adalah strategi *public relations* yang telah berjalan dengan baik melalui *event* PPPB *Rewards Night* menggunakan teori P.E.N.C.I.L.S yaitu *publication*, *event*, *news*, *community involvement*, *inform or image*, *lobbying*, *social responsibility*. Dari strategi itu, cara pihak internal mengetahui citra hotel Sari Pan Pacific Jakarta melalui jumlah *occupancy*, *media coverage*, dan member PPPB.

SIMPULAN dari hasil penelitian ini yaitu dalam strategi *public relations* tidak menjalankan *lobbying* dan *social responsibility* karena tidak diperlukan dalam pelaksanaannya. Jumlah *occupancy*, *media coverage*, dan member PPPB yang diperoleh mengalami sedikit peningkatan, sehingga dapat dibilang *public relations* menjalankan strategi yang baik dalam mempertahankan citra hotel melalui *event* PPPB *Reward Night*.

Kata Kunci : citra, *event*, hotel, *public relations*, strategi

Abstract

THE MAIN PURPOSE is to know strategy of public relations Sari Pan Pacific Jakarta hotel in maintaining image through pan pacific the privileges for bookers reward night event (period March, 2013).

THE RESEARCH METHODS used in this study is a qualitative research, supported by doing observation, interview, and documentation.

ANALYSIS used that is using coding, divided into three, such as open, axial and selective coding.

THE RESULT ACHIEVED in this study is a strategy of public relations which have been going well through event PPPB reward night, using P.E.N.C.I.L.S's theory are publications, event, news, community involvement, inform or image, lobbying, social responsibility. The way of internal division knowing image of Sari Pan Pacific Jakarta hotel through numbers of occupancy, media coverage, and member PPPB.

CONCLUSION of this study are the strategy of public relations is not completely running which is lobbying and social responsibility are not needed in the implementation. Number of occupancy, media coverage, and members PPPB obtained a slight increase, so it can be considered public relations running a good strategy in maintaining the image of the hotel through the event PPPB Reward Night.

Keywords : event, hotel, image, public relations, strategy